

WHAT IS CLAIMED IS:

1. A process for preparing an advanced cosmetic product comprising the step of contacting a high internal phase ratio emollient-in-water emulsion with a partial cosmetic formulation to produce the advanced cosmetic product.
- 5 2. The process of Claim 1 wherein the partial cosmetic formulation contains water, a fragrance, a rheology modifier, a preservative, or a pH adjuster, or a combination thereof.
- 10 3. The process of Claim 1 wherein the emollient includes a mineral oil, petrolatum, polydecene, isohexadecane, a fatty acid having 10 to 30 carbon atoms, a fatty alcohol having 10 to 30 carbon atoms, a triglyceride ester, an acetoglyceride ester, an ethoxylated glyceride, an alkyl ester of a fatty acid having 10 to 20 carbon atoms, an alkenyl ester of a fatty acid having 10 to 20 carbons atoms, a fatty acid ester of an ethoxylated fatty alcohol, a polyhydric alcohol ester, a wax ester, a silicone oil, or a sunscreen, or a combination thereof.
- 15 4. The process of Claim 1 wherein the emollient includes a silicone elastomer.
5. The process of Claim 1 wherein the high internal phase ratio emollient-in-water emulsion has volume-to-volume emollient-to-aqueous phase ratio of from about 80% to 95%.
- 20 6. The process of Claim 3 wherein the emollient has a volume-average mean particle size of not greater than 10 μm .
7. The process of Claim 6 wherein the emollient has a volume-average mean particle size of not greater than 2 μm .
- 25 8. The process of Claim 2 wherein the partial cosmetic formulation contains water.

9. The process of Claim 8 wherein the partial cosmetic formulation contains a fragrance, a rheology modifier, a preservative, or a pH adjuster, or a combination thereof.
- 5 10. The process of Claim 6 wherein the high internal phase ratio emulsion contains a fragrance, a rheology modifier, a preservative, or a pH adjuster, or a combination thereof.
11. The process of Claim 1 wherein the advanced cosmetic product is a finally formulated hand lotion, body lotion, body wash, conditioner, shampoo, or facial cream.
- 10 12. The process of Claim 1 wherein the high internal phase ratio emulsion is prepared by the step of continuously merging into a disperser, in the presence of a stabilizing amount of surfactant, a disperse emollient phase stream and a continuous water phase at such flow rates as to yield an emollient-in-water high internal phase ratio emulsion.
- 15 13. A composition comprising a high internal phase ratio silicone elastomer-in-water emulsion.
14. The composition of Claim 13 wherein the emulsion contains a solvent for the silicone elastomer.
- 20 15. The composition of Claim 14 wherein the solvent for the silicone elastomer is a cyclomethicone or a dimethicone or a combination thereof.
16. The composition of Claim 14 wherein the emulsion has a volume-average mean particle size of not less than 20 μm and not greater than 100 μm .
17. The composition of Claim 14 wherein the emulsion contains a fragrance, a rheology modifier, a preservative, or a pH adjuster, or a combination thereof.
- 25 18. A composition comprising a high internal phase ratio sunscreen agent-in-water emulsion, wherein the sunscreen agent contains at least one chromophoric group absorbing in the ultraviolet range from 290 to 400 nm.

19. The composition of Claim 18 wherein the high internal phase ratio emulsion further includes a stabilizing amount of an additive to prevent Ostwald ripening.